

REMARKS

In response to the above-identified Office Action, Applicants amend the application and seek reconsideration thereof. No claims are added; Claims 5, 7-10, 12-15, 18-23 are cancelled; and Claims 1, 24 and 30 are amended. Accordingly, Claims 1-4, 6, 11 16-17, and 24-34 are pending.

Claims Rejection Under 35 U.S.C. §103

The Examiner has rejected Claims 1-4, 6, 11, 16-17, 24, 26, 27, 30-31, and 34 under 35 U.S.C. §103 as being unpatentable over Huegel, U.S. Patent 5,2239,480 ("Huegel"). Applicants respectfully traverses this rejection.

Applicants have amended all existing independent claims to make clear that the system and method permit selection specific individual seats and that the selection is at an end user's discretion. In a telephonic interview on February 23, 2006, the Examiner agreed that such amendments would overcome the references of record. Accordingly, Applicants respectfully request that the rejection be withdrawn.

Various dependent claims, 25, 28, 29, 32, and 33, were rejected based on various combinations of other references with Huegel. However, the additional reference at least as it fails to cure the deficiencies of Huegel as it relates to the selection of a specific individual seat in a venue. Thus, the claims are at least patentable as dependent on a patentable independent claim.

Accordingly, it is respectively requested that these other rejections also be withdrawn.


CONCLUSION

In view of the forgoing, it is believed that all claims now pending are in condition for allowance and such action is earnestly solicited at the earliest possible date. If there are any additional fees due in connection with the filing of this response, please charge those fees to our Deposit Account No. 02-2666. Questions regarding this matter should be directed to the undersigned at (310) 207-3800.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: March 24, 2006

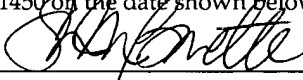


Thomas M. Coester, Reg. No. 39,637

12400 Wilshire Boulevard
Seventh Floor
Los Angeles, California 90025
Telephone (310) 207-3800
Facsimile (310) 820-5988

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.



Susan M. Barrette

3/24/06
March 24, 2006